

Having thus described the invention it is claimed:

1. A packaging card comprising:

a front section having a display opening adapted to display product information;

a back section attached to the front section;

a pinwheel positioned between the front section and the back section and rotatably attached

5 to at least one of the front section and the back section; and

said pinwheel having a plurality of product information image areas arranged in a circular fashion, wherein each image can be selectively viewed through said display opening by rotating said pinwheel.

2. The packaging card as set forth in claim 1, wherein the front section and the back section are each configured with an opening adapted to receive a display rod.

3. A packaging card comprising:

a generally rectangular main body having a first opening adapted to display product information and a second opening adapted to receive a display rod; and

a pinwheel rotatably attached to the back of the main body; and

5 said pinwheel having a plurality of product information image areas arranged in a circular fashion, wherein each image can be selectively viewed through said first opening by rotating said pinwheel.

4. A packaging card for a retail product comprising:

a front section having a display opening adapted to display product information;

a back section attached to the front section;

a disc rotatably retained between the front section and the back section; and

5        said disc having a plurality of product information areas adapted to be selectively viewed through said display opening by rotating said disc.

5.        The packaging card as set forth in claim 4, wherein the front section and the back section are each configured with an opening adapted to receive a display rod.

6.        A packaging card comprising:

a generally rectangular main body having a first opening adapted to display product information and a second opening adapted to receive a display rod; and

a pinwheel rotatably attached to the back of the main body; and

5        said pinwheel having a plurality of product information areas adapted to be selectively viewed through said first opening by rotating said pinwheel.

7.        The packaging card of claim 6, wherein said pinwheel is a flat disc having a circular outer periphery.

8.        A method for packaging a retail product comprising:

attaching the retail product to a front section of a packaging card having a display opening adapted to display product information;

securing a back section to the front section; and

5        rotatably retaining a disc between the front section and the back section, said disc having a plurality of product information areas adapted to be selectively viewed through said display opening by rotating said disc.

9.        A method for packaging a retail product comprising:

creating a packaging card back section, a packaging card front section having an opening and a disc shaped pinwheel adapted to display product information;

5       securing said back section to said front section with said pinwheel rotatably captured between said back section and said front section such that a portion of said pinwheel is visible through said front section opening; and,

attaching said retail product to one of said back section and said front section.